CANADIAN MOVING PICTURE

Digest

RAY LEWIS
EDITOR AND
PUBLISHER
FILM BLDG.
277 Victoria St.
TORONTO

THIRTY-THIRD YEAR OF PUBLICATION 1915-48

Vol. 39, No. 51 TORONTO, CANADA April 17th, 1948

The Thrill Of Thrills

THE Canadian Moving Picture Digest's Showmanship Contest is producing results. There are now two extensive Showmanship Contests ready for the judging of prizes and the making of Awards. Famous Players Showmanship Contest, which closed recently, on the R-K-O - Radio picture, "The Bachelor And The Bobby-Soxer", with East and Western Divisions submitting campaigns, presented some outstanding campaigns which were exhibited before a group of judges, at a luncheon meeting, at the Prince George Hotel, Thursday, April 8th.

Cash Prizes are to be awarded by Famous Players. For the Western Group there are five awards, and for the Eastern Group, three awards. Cash Prizes total $1,000. The judges looked over the campaigns carefully, and regretted that they did not have more time to study them, in order to absorb all of the work which these campaigns involved. Some of the campaigns appeared to cover every possible tie-up imaginable, including radio, merchant window - displays, merchant give-aways, school and sport co-operation. Some received thousands of dollars worth of free exploitation services, some received considerable free newspaper space; all of the campaigns revealed that the theatre-manager was intent on letting every possible theatre-patron know that "The Bachelor And The Bobby-Soxer" was playing at his particular theatre. Every marketable angle of this picture was emphasized and exploited to turn its value into box office receipts.

Another Showmanship Contest, which closes on May 30th, is the Cash Prize Contest on the Eagle-Lion (Hollywood) production, "T-Men". David Griesdorf, president and general manager of International Film Distributors Limited has announced that three cash prizes will be awarded; the first for the amount of $250.00, second prize $150.00, and third prize is for $100.00. These prizes will be awarded to three managers in Canadian key situations, first-run theatres, whose campaigns are judged the best, for publicity, advertising and promotional values.

"The Bachelor And The Bobby-Soxer" received a recent Academy Award as the best Screen Story. It played to packed business for a four weeks' run at the Eglinton and Tivoli Theatres, Toronto. The stars are Cary Grant, Myrna Loy and Shirley Temple. It is what exhibitors term "a natural".

"T-Men" is an Edward Small production, starring Dennis O'Keefe, and was chosen as the Film of the Week, by Life Magazine. It is a story which moves along with intense interest and is said to have been based on actual cases taken from the files of the U.S. Treasury Department.

In addition to the Cash Prizes which will follow the Awards for "T-Men" and for "The Bachelor And The Bobby-Soxer", The Digest's Showmanship Contest also carries cash awards for Digest Showmanship Winners, and among the coming winners may be those who submitted campaigns on "The Bachelor And The Bobby-Soxer" and "T-Men".

The Digest Showmanship Contest closes August 31st. If you have a campaign ready, one which you have used during the current year, send it in to The Digest. If you have not a campaign which shows how you made the box office hit the bull's eye on a picture, elevate your suspenders and get going on a picture, to which you have given the best which you have to give. There are many ways for a Showman to get a thrill; Showmanship is the thrill of thrills, and besides being a pleasure, it pays profits, in prestige, in cash prizes and at the box office.

—EDITOR

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
277 VICTORIA STREET · TORONTO

« Capital Story »

By WILL McLAUGHLIN

PARK Drive-In Theatres Limited, of Toronto, will commence construction, as soon as weather permits, on an outdoor theatre at a cost in excess of $100,000, including 16 acres of land, grading, surfacing and equipment. Site of the new project, second of its kind in the Ottawa district, is on the south side of the March Road, near Britannia Beach. The new theatre, which will be called the Westside Drive-In, will have a capacity of close to 900 cars.

* * *

First string motion picture reviewers of the local dailies were given a long workout on Monday, April 5th, when four new films opened simultaneously. Productions rating first-run criticisms were "The Barber of Seville", (Glebe); "Song of Love" (Capitol) "Captain Boycott", (Centre), and "Golden Earrings" (Regent).

* * *

Frank Gallop, manager of the Glebe (Odeon) Theatre, is currently showing the Alliance Film release, "The Barber of Seville", and is getting a good play from lovers of the opera. The Italian production is being presented at regular Glebe prices, with continuous performances from 1.15 p.m.

Big even of the week was the second annual Sportsmen's Show, sponsored by the city and held at the Coliseum, Lansdowne Park. Most popular among the exhibits with the crowds, which averaged 5,000 each evening, was the motion picture theatre operated by a staff from the National Film Board.

* * *

The United Kingdom Information Office sent out enough invitations to fill the Centre Theatre for a showing of five all-British short film subjects on Sunday evening, April 11th. The program included "This is Britain" (topical); "All Eyes on Britain" (industrial); "Colour" (depicting the meaning, uses and development of modern synthetic dyes); "Myra Hess" (showing the great British pianist playing Beethoven's "Appassionata" sonata), and "School For Danger", the latter a war documentary produced by the Royal Air Force film unit.

* * *

M. J. Coldwell, CCF Leader, asked the Government, in the House of Commons, the other day, to consider the appointment of a special House committee to study operations of the National Film Board. Prime Minister MacKenzie King said the matter would be taken into consideration.

As part of a course in social studies, the students of the High School of Commerce, Ottawa, toured the production centre of the National Film Board and later wrote articles and answered questions in class on film production. Their tour included a screening, an address on film-making by J. Eugene Kash, well-known Canadian concert violinist and music director of the Board, and demonstrations of various machinery and operations in film production.

* * *

Ernie Warren, manager of the Elgin (20th Century) Theatre, is again billing his feature pictures for presentation in both auditoriums of the dual house, following one week of "Fantasia" in the Little Elgin. Currently at both theatres is Columbia's "The Mating of Millie".

* * *

Local organizations belonging to the Ottawa Film Council now number 103, it was announced at a meeting of the directors this week. With president Graeme Fraser in the chair, the directors decided the annual meeting and election of officers would be held on Friday, April 30th. Named to the nominating committee were Mr. Fraser, Miss Eleanor Barteaux, Miss Elizabeth Connelly and past president F. R. (Budge) Crawley, of Crawley Films Limited.

J. Arthur Rank Presents

THE OCTOBER MAN

A fascinating thriller with a surprise climax packed with suspense.

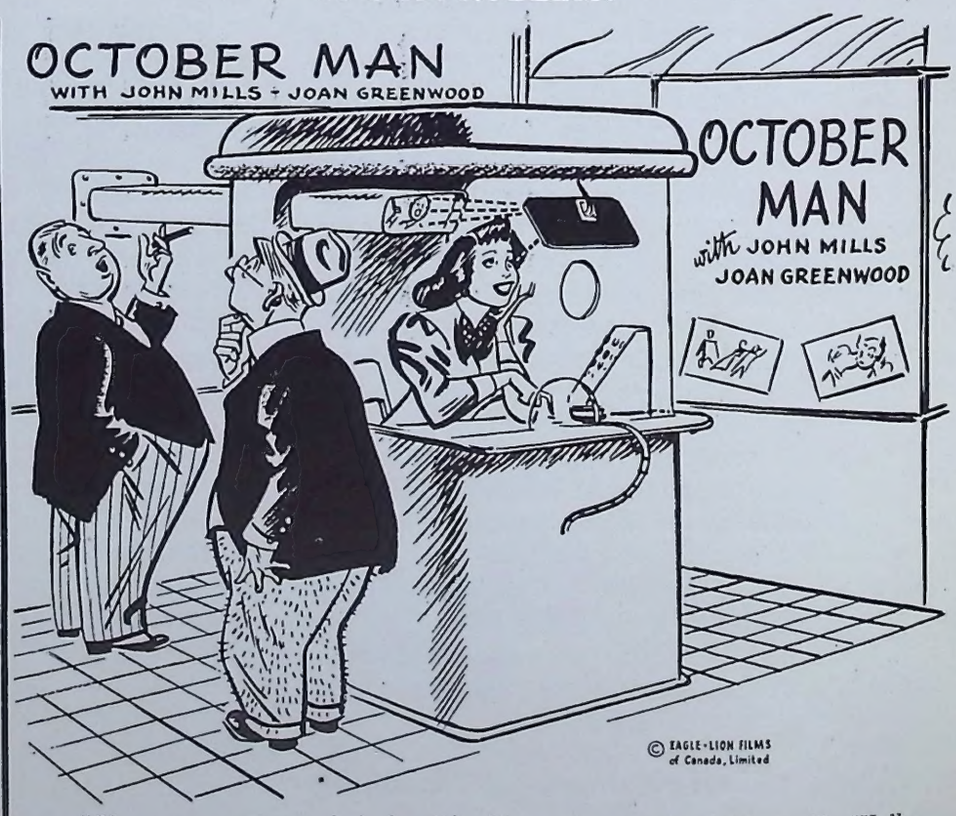
Starring
JOHN MILLS
JOAN GREENWOOD
Joyce Carey
Edward Chapman
Kay Walsh
Catherine Lacey
Adrienne Allen

Written and produced by
ERIC AMBLER

Directed by ROY BAKER

An EAGLE-LION Release

IT'S A PROBLEM!



"She never saw a movie in her life till we played John Mills in 'So Well Remembered'. Now unless she has this mirror arrangement she'll quit!"

RAY PRESENTS

WHEN "Sitting Pretty" was selected as the first picture to open Famous Players new Nortown Theatre, and was coupled with the Victoria, Toronto, the selection of this Twentieth-Century Fox feature, with Robert Young, Maureen O'Hara and Clifton Webb, was a happy one.

"Sitting Pretty" is now in its fourth week at both theatres, and looks good for at least another two weeks, judging by box office receipts and line-ups.

"Sitting Pretty" really gives the producer-distributor plenty to think about, because it certainly did not keep anyone awake all night worrying about its problems, for its chief problem is a family problem, so much alive, today, for it makes provision for a baby-sitter, so mom and dad, still young enough to desire to "go places", can go.

It is fun from start to finish, wholesome, innocuous fun, good for everyone in the family, and just as inviting entertainment for the young ones, who have not yet started to dream of the marital bliss of raising a family and providing baby-sitters.

CLIFTON WEBB, that most delightful and talented stage and screen star, is simply priceless as the baby-sitter, but equally priceless is the direction which caught the children in their most naughty and most angelic moments. "Sitting Pretty", however, must be an eye-opener for professors and educationalists, who advocate, who preach and teach, that full self-expression, in children, is good for them and the family.

Clifton Webb is a bit of a child-psychologist himself. He believes, however, in looking the Infant right in the eye and letting him know that what the Infant gives, he will receive, even to crowning the Infant with a bowl of mush, which the Infant has been throwing around rather promiscuously. Such crowning not only makes an impression on the Infant, but makes him realize that the mess he makes may mess him up and being messed up is less pleasant than the desire to express oneself by making a mess.

AS good as the Nortown Theatre is, for potential customers, it is not good enough to keep a picture paying at the box office, from neighborhood patronage, for weeks and weeks. The answer is, the paying customers are coming from all over Toronto. Incidentally, but not as a casual, but as a positive asset, the "Sitting Pretty" advertisements, which tied up with the opening of the new Nortown Theatre, were very nifty and inviting advertisements, in which the Famous Jimmy Nairn played a hand.

Talking about clever advertisements, we have another example of these from the brain of Larry Graburn, advertising director of Odeon Theatres of Canada, in connection with the showing, at the Odeon Fairlawn, of "The Barber Of Seville", starring the Metropolitan Opera Singer, Tagliavini. I should send these advertisements to New York, just to show New Yorkers, how we, in Canada, advertise a picture, although I am told that the advertisements utilized in the American press, for the first showing of "The Barber of Seville" at the Golden Theatre, were the work of a top advertising artist. I think that Larry Graburn's are better, they have a more saleable quality, and a box office appeal, without diminishing, one iota, the artistic angle of presentation.

WHILE at the Odeon Fairlawn, recently, I watched the patrons, who picked up ballots to vote for their best British Film, best male and best female star. This is in connection with the National Film Award for 1948, sponsored by the Overseas Daily Mail, London, England, and in which Canadians are participating. On the back of the printed ballots there is a complete list of eligible British films and stars. All ballots are forwarded to England for tabulation. They must be signed by the voter, who adds his, or her, address. The films listed as eligible are those which have had their first Canadian showing during 1947.

I saw middle-aged men and women, also young boys and girls, carefully scrutinize the ballots before filling them in. I would say that three persons out of every five marked a ballot. I will be surprised if "Great Expectations" is not selected the winner, as far as Canada is concerned, for I could not help hearing the discussions between those, who coming to the theatre together, stopped to mark their ballot. John Mills looks as if he is away up in votes and another Canadian leader appears to be Deborah Kerr. I heard Phyllis Calvert and Patricia Roc discussed, also Chips Rafferty. "Quiet Weekend" was among the favorites and so was "The Man Within".

I THINK it would be enlightening to hear the comments, since American pictures, not on the eligible list for ballots, were, also, discussed. What some of them had to say about American pictures was not very flattering, the general complaint being, "the same old thing, nothing new".

I remember, years ago, as Special European Representative of Messrs. Jule and J. J. Allen, I went to England, and on to the Continent, to purchase some pictures for Canada. The Allens thought, that by sending some one fresh from Canada, and I may add at that time I was very, very fresh, better pictures would be obtainable. I must have purchased thirty or forty British-made pictures. Later on, I remained in England for a year, and during that year, I began to change my viewpoint and was selecting the kind of pictures which the English liked, but which did not have an American Continent appeal. In other words, the British producer was Anglicizing me to such an extent, that I was beginning to see with his eyes. As a result I purchased some British pictures which were too English for our market here. I am telling you this story, because of what I heard theatre patrons ot the Fairlawn say about American pictures, and these patrons were young men and women, of the bobby-soxer age.

WE, who are active in Motion Pictures, live in our own world, have our friends and business acquaintances within our Industry; we produce, distribute and exhibit American Pictures, we talk about American Pictures, and that is why I received a bit of a shock, and opened my eyes and ears wide, when I heard the American and the British Picture compared. You remember the old ad, "Even Her Best Friends Won't Tell Her". B.O. does not always mean Box Office!

It is not reasonable to make a sweeping remark, in connection with American, or British Films, for neither brand has a monopoly on quality, both have excellent pictures and both have "weak sisters", but it was not the quality

(Continued on Page 6)

Toronto and District

By BILL PRESS

CONGRATULATIONS go, this week, to manager Claude A. Hunter, of the Odeon Theatre, Peterborough, for the success of a stunt that was unique and original insofar as trade observers are able to recall. His advertising plan was to conduct a marquee-wording contest for the engagement of "Stairway to Heaven", in which the public was invited to suggest the letter-lines for the canopy.

Through a radio tie-up and additional advertising in the Peterborough Examiner, manager Hunter built up the contest, for which he secured the donation of a pearl necklace for the first lady and a silver cigarette case and leather wallet for the first gentleman. He added 25 consolation prizes in the form of double passes on the strength of heavy entries. The entry blank consisted of a "dummy" marquee which showed the spaces to be filled, by letters, in three lines.

The winner proved to be Mrs. G. R. Page of Peterborough, whose suggested marquee wording was: "Thrill to the most heavenly Technicolor spectacle — J. Arthur Rank presents — Stairway to Heaven — Starring David Niven, Raymond Massey, Roger Livesay and Kim Hunter".

A coincidence served to provide increased enthusiasm, because the ban on outdoor lighting was lifted on the night that the contest wording was used on the marquee, the brilliant illumination adding to the effectiveness of the result. * * *

Joe Marks, General Sales Manager of Pathe Pictures in London, England, is moving to Toronto, with his wife and two children, to take up permanent residence. He is leaving England on the Queen Mary, the 30th of April, and will spend a few days in New York before coming to Toronto. * * *

Associated Screen News Limited is still looking for the print of a Canadian Cameo film which "disappeared" more than seven years ago without trace. The loss probably can be charged against the Nazis.

The story is related that the short subject, "Kingdom for a Horse" was being shown at a theatre in Paris, France, when the late Adolf Hitler strode into the French capital. There has been no report on the print since that moment. Maybe Hitler liked the kingdom idea. * * *

Movie reviews by Gerald Pratley, formerly of London, England, are being featured in a radio program called "This Week at the Movies" at 12.20 each Sunday over Station CJBC, Toronto, key outlet of the CBC network. He covers the first-runs in Toronto.

Trade Minister C. D. Howe and government officials were entertained at a luncheon by the three representatives of the Motion Picture Association of America, New York, and J. J. Fitzgibbons of Toronto, on the first day of their negotiations on the film-import economy situation, the function taking place at the Chateau Laurier in Ottawa. The MPAA representatives were Francis Harmon, Taylor Mills and Blake Owensmith. A government spokesman said that negotiations were still somewhere along the way. * *

The Famous Players Eglinton and Tivoli Theatres and the International Cinema in Toronto are making effective use of postcards for advertising current attractions through mailing lists.

* * *

Gloria Graham, press secretary to Win Barron, Paramount publicity and public relations director, appeared in a starring role in the Koenig Players production, "Touch Wood", at Hart House Theatre, on April 16th and 17th. This is the first production, by this amateur theatrical group, which is under the direction of Josephine Koenig. * * *

The Granada Theatre, Hamilton, featured a 40-minute stage show of vaudeville numbers in conjunction with the double bill comprising "Dangerous Years" and "The Challenge".

* * *

Margaret Marshall, the "Miss Canada of 1947", is now in New York on a scholarship, to the American Academy of Dramatic Arts, which she won as third prize in the beauty pageant at Atlantic City, late last summer. Manager Russ McKibbin of the Victoria Theatre, where she was formerly the cashier, said "we're all pulling for her". * * *

Morris Rittenberg, owner of the Garden and Orpheum Theatres, has been handing out cigars all week. Recent addition is his third son. * * *

Manager Aubrey Lent of the Belsize Theatre, Toronto, had a capacity crowd for the "All Winners Night" for Ken Rolland's Amateurs who have been competing at the theatre each Thursday night during the season. One of the ushers punched the voting tickets for patrons as they filed out into the lobby and neighborhood merchants donated the prizes.

* * *

The Empire Theatre at Windsor operates a "Lucky Star Contest" for cash prizes one night each week, a recently-offered total being $165.

The Canadian Moving Picture Digest

Entered as Second Class Matter

RAY LEWIS - - - Editor and Publisher

BERT H. WILKES - - Associate Editor

Published by

CANADIAN MOVING PICTURE DIGEST COMPANY, LIMITED

277 Victoria Street - Toronto

Telephone: WAverley 4928

Cable: Raydigest

Established 1915. Publication weekly.

Subscription: $5.00 yearly

— Correspondents —

A. L. FAIRWEATHER.....Saint John, N.B.
J. J. CONKLIN.....Winnipeg, Man.
BRUCE PEACOCK.....Regina, Sask.
JACK DROY.....Vancouver, B.C.
WILL McLAUGHLIN.....Ottawa, Ont.
BILL PRESS.....Toronto, Ont.
ROY LESTER.....Montreal, Que.

Katherine Dunham, who appeared at the Royal Alexandra Theatre last week and who is featured in Empire-Universal's coming attraction, "Casbah", was the special guest of the Film Industry section's special luncheon, supporting the Toronto United Jewish Appeal, at the King Edward Hotel, on Friday, April 9th.

* * *

Colin Corbett, who relieves Quentin MacLean at the console of Shea's pipe organ, was married to Miss Margaret Vining at St. Clement's Church, North Toronto.

* * *

Another attempt to rob the Midtown Theatre on Bloor Street, Toronto, on April 4th, was halted when the police arrived on the scene in time to see thieves dashing out a rear exit. The office of Manager John Kurk was ransacked and some stamps were taken but the two safes had not been touched. Entry was made through a second floor window at the rear.

* * *

Visitors in the eastern part of Ontario, from Toronto, have been Al Iscove of United Artists and Vic Beattie, the latter a salesman with Eagle-Lion Films.

* * *

Daylight Saving will get under way again in most cities of Eastern Canada from Sunday, April 25th, to Sunday, Sept. 26th, a period of five months. Monday, June 7th, has been proclaimed by the Dominion Government as a semi-holiday in observance of the King's Birthday. Most schools will be closed for the day.

* * *

The Biltmore in Kingston, is staging a regular amateur night on Fridays and, for the Saturday matinees, extra cartoons are added to the screen program.

* * *

Manager T. C. Soucie of the Alexander Theatre, Rouyn, has been featuring a triple-bill for Thursday and Friday of each week, one of the pictures being a revival which is added to the regular evening program. A recent group comprised "My Heart Goes Crazy", "13 Rue Madeleine" and "Having a Wonderful Time".

Canada - U.S. To Co-operate Expect Increased Production

An initial and concrete progress report on Hollywood's plan of co-operation toward the alleviation of Canada's U.S. currency problem, was outlined last week to Right Honorable C. D. Howe, by J. J. Fitzgibbons, President of Famous Players Canadian Corporation and Francis Harmon, Vice-President of the Motion Picture Association of America.

The report was delivered at a luncheon in the Quebec Suite of the Chateau Laurier. U.S. Ambassador Ray Atherton and a group of prominent Dominion Government officials were present.

Mr. Harmon stated that the industry recognized the importance of the Canadian market and desires to co-operate for the mutual benefit of both Canada and the industry. This co-operation has already taken concrete shape in plans to use more Canadian news shots, scenic backgrounds, studios, and other facilities in current film production, Mr. Harmon explained.

Thirty-one Canadian shots have appeared in United States newsreels in February and March of this year as against 10 in the same months of 1947, and three excellent short subjects — "Calgary Stampede", "Snow Capers" and "Big Game Angling" — have been filmed. A new feature picture, "The Emperor Waltz", starring Bing Crosby, embodies the sequences shot in the Canadian Rockies at a cost of $750,000. Recently, locations in Canada have been found for two producers who need background for special types of gold mining and an alpine-type village. Other locations and existing studio facilities are being studied in connection with an extensive list of Canadian stories which are considered suitable for film treatment.

One of the purposes of the discussion in Ottawa was to establish effective and continuing liaison with Canadian sources of information. Catalogs are being prepared listing all the stock shots and various scenic sequences available in the library of the National Film Board and other Canadian producers, with the intention of incorporating them in appropriate Hollywood productions.

Special developments include the provision of Canadian news to a U.S. television program which has a weekly audience of one million people, and the addition of an educational commentary on Canada to a picture which has already been completed with a Canadian background.

An important by-product of this display of Canadian film material in the U.S. was emphasized by Mr. Fitzgibbons of the Famous Players Canadian Corporation. He pointed out that it should be of immediate and material assistance to the tourist industry and thus contribute to Canada's vitally important supply of U.S. dollars.

Mr. Harmon added special tribute to the splendid co-operation of the Dominion Government departments, and private business men, who have contributed greatly to the development of a program of mutual co-operation from which so much could be expected in the way of practical results.

Actively supporting the work of the Canadian Co-operation Project are Mr. Donald Henshaw and his associates of the MacLaren Advertising Agency, Toronto, Mr. and Mrs. Blake Owensmith, who are handling the Hollywood studio contacts, and Mr. Taylor Mills of the International Division of the MPAA in New York. This triangle set-up between Hollywood, Canada and New York makes possible immediate service to producers of motion picture shorts and features incorporating Canadian background material.

NFB Shoots Workings Of Weekly Newspaper

The National Film Board's production on the Canadian weekly newspaper, titled "The Home Town Paper", is set for release to the theatres as the April edition of the Canada Carries On series. Before it gets general release, however, it will probably be given a national premiere at Vernon, B.C., where it was filmed.

Film was directed by Morten Parker, former Winnipeg newspaper reporter, with exceptional camera work by Bob Humble, ex-navy lenser.

Canadian "T-Men" Contest Date Extended To May 30

In order to accommodate first run key situation theatre managers who have been forced to move back their playdates on "T-Men", due to holdovers of previous attractions, the Canadian "T-Men" Campaign Contest closing date has been extended from April 15th to May 30th, 1948, it was announced by David Griesdorf, president and general manager of International Film Distributors Limited, which company is releasing this Eagle Lion (Hollywood) film, produced by Edward Small.

THEATRE WANTED

Theatre wanted in small Ontario town. Would lease or buy. Please reply to
SHERMAN KIRBY
Box 1043
Paris, Ontario

Pioneer Stag A Success More Events Under Way

The Toronto Branch of the Canadian Picture Pioneers, under their new executive, made a very auspicious beginning, of what looks to be a very successful 1948 season. The first affair, which was a stag and smoker, was held at the King Edward Hotel, on Tuesday, April 6th. Twenty-seven new members were inducted at that time. The outstanding feature of the evening, which was arranged by Len Bishop, manager of the Tivoli Theatre, and chairman of the entertainment committee, was five, three round, boxing bouts, staged by juvenile members of the Kiwanis Police K Club, under the guidance of Bob Cramer, boxing director. Also providing additional entertainment were the "Commodores", a vocal group, and Oscar Hanson, who was prevailed upon to perform a solo, "The Curse of an Aching Heart". Pictures, taken in Kodachrome, of the events of the first Pioneer picnic, held last June, were shown. Plans are being made for another industry picnic by the Pioneers. They have also arranged for an industry ball, to take place early in the fall

Members inducted by the Hon. J. Earl Lawson, president of the Canadian Picture Pioneers, were: J. H. Coleman, Harry Sherman, Hans Tiesler, Albert E. Sutton, Louis Schierholtz, Zeke Sheine, Thomas Sharp, Lionel Lester, Wm. Edgar Shields, Harry Jarmain, Frank Fisher, Roy O'Connor, George Rutherford, Samuel R. Mantle, Albert E. Sanderson, George F. Law, Albert F. Hope, Wm. G. McCaul, Wm. O. Widgett, Fred S. Jackson, Charles Laidlaw, Wm. H. Mulholland, Robert W. Smith, Irving Cohen, Jack Roher, Leo Bloom and Bert Bach.

Capitol, Ottawa Tops In F-P Gift Book Sales

The winning team, among the larger Famous Players theatres, in the contest for Christmas sales of gift-book tickets was that from the Capitol at Ottawa, headed by Ray Tubman, the Metropolitan at Winnipeg, captained by Bill Novak, being second, and the Toronto Imperial, in charge of Tom Daley, was third.

Other group winners were the Capitol at Edmonton, the Capitol Theatre, Sarnia, the Empress of Kelowna and the Strand at Chilliwack, B.C. The first individual prize of $50 went to S. Kostichuk, the doorman at the Regina Capitol. Famous Players' head office reported that total sales came close to the record established in the 1946 Christmas season.

Maritime News

By A. L. FAIRWEATHER

STUDENTS at Mount Allyson College threatened to boycott Malcolm Walker's two theatres at Sackville, N.B., because of failure to accede to their demands for lower prices for students.

* * *

Screened at the Board of Censors lately was the R-K-O two reel film, "Twenty Years of Academy Awards" which will be of great interest. Locally Walter Pidgeon, Saint John-born star, was with Greer Garson in "Mrs. Miniver", which was among the award winners.

* * *

Archie Mason, Mayor of Springhill, N.S., and owner and operator of the Capitol Theatre there, was in Saint John, accompanied by his son, Lloyd. Mr. Mason possesses a fine tenor voice and both his son and his daughter have inherited his talents for entertainment. Mrs. Gladys Brown (nee Mason) produced a Minstrel Show, in aid of the Springhill Rink, writing the songs, script and gags herself. The show was put on in the Capitol Theatre with all proceeds for the cause. Mr. Mason was formerly situated in Saint John at the Capitol Theatre for many years, but is a native of Halifax, N.S. He spoke to your correspondent regarding the Association of Maritime Mayors Meeting which will be held at Halifax, N.S., in June.

* * *

The Strand Theatre at Sussex, N.B., was donated for a Candlelight Service held by the Canadian Girls in Training, recently.

The theatres are keeping up their war time assistance to all worthy causes. At two Saint John theatres the collections, gathered in by voluntary offerings, practically keep up the Salvation Army. Trailers have been shown recently in all theatres for a Cancer Fund Appeal and collection boxes, replacing the former milk bottles, are in theatres and stores for the Aid to Britain Fund, sponsored by the Kinsmen's Club. The Salvation Army collectors are well-known and do not make any personal demands.

Keep 'Em Running!

IN TIMES LIKE THESE keeping your equipment in tip-top condition is more important than ever! Guard against a dark house and lost box office by having us rebuild your projectors now!

PERKINS ELECTRIC COMPANY LIMITED

277 VICTORIA ST. TORONTO

2027 BLEURY ST. MONTREAL

During the months of January, February and March, the Marina Theatre at St. Andrews, N.B. (Eddie Finnigan, manager), has been open only Fridays and Saturdays, owing to the inclement weather and the bad state of the roads. The usual schedule will be resumed shortly.

* * *

For "The Swordsman", F. Harrison Howe, manager of the Capitol Theatre, Saint John, is planning a big exploitation campaign, which will include circulars to the St. Andrews and Clan MacKenzie Societies, as well as to Scottish Regiments, windows decorated with plaids and other articles connected with the Land of the Heather. In this entire territory there are many people of Scottish descent and this film, with its beautiful coloring and stirring story, will be a great attraction.

* * *

Harold Gaudett of the Capitol, Summerside, P.E.I., was an out-of-town visitor in Saint John, last week, as was G.E. Andrews of General Films, who was visiting his 16 mm. customers in the city and vicinity.

* * *

M. Komar of the Warner Bros. office at St. John, has high hopes for the re-issue, "Robin Hood" with Errol Flynn and Olivia de Havilland. This picture will open in the territory shortly. Other features still going strong in these Provinces are "Green Dolphin Street" (M-G-M) and "Mom and Dad", which is drawing large audiences in all the smaller centres where it has first been shown.

RAY PRESENTS

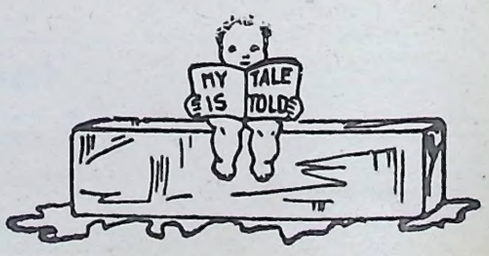
(*Continued from Page* 3)

which the paying customers were discussing, it was "the sameness in the American Film". If you do not agree that such public opinion is important, try a little eaves-dropping on your own, and prepare yourself for a shock. Incidentally, the picture playing at the Fairlawn, during the week in which I "listened in", was not a British Film, and therefore, the customers were not pro-British film customers. They were the average Canadian Movie Fan. Perhaps these Oratorical Contests, which we are having in Canada are teaching our growing generation to collect their thoughts, and to give them voice.

WHICH reminds me that Connie Laidlaw, daughter of Mr. and Mrs. Charley Laidlaw, recently won the Oratorical Trophy which Runnymede Lions Club, presented to her at a special ceremony at the Runnymede Collegiate, Toronto, where Connie is a student in the Fifth Form. Connie's topic was "Opportunities For Women In Canada".

Incidentally, Connie appears to be the only female ventriloquist in Canada, and during the War Years, Connie entertained for the troops. Her Dummy is called "Charlotte" and appears not to be so dumb. Connie treasures a letter from Edgar Bergen. It may be a good idea for Charley and Charlotte to meet, at least these shtummers could raise sawdust. Connie, also won the second blue ribbon, four were given by the Ontario Educational Society for Dramatics. There were 41 contestants. She will shortly compete for the Runnymede Zone Trophy, following which she will compete for the Ontario Trophy. She hopes to teach Dramatics.

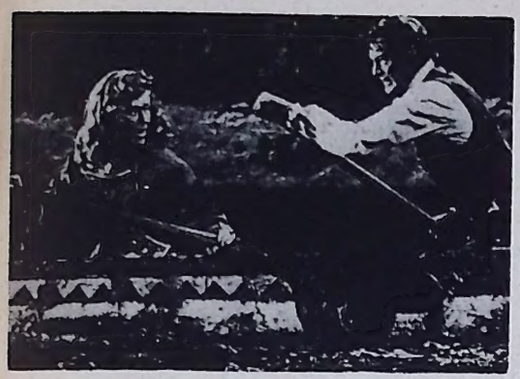
As we go to press, I learn that the Herbert Wilcox — Anna Neagle picture, "The Curzons of Curzon Street", won the 1948 Daily Mail Overseas National Film Award. John Mills was voted best actor for "Great Expectations" and Margaret Lockwood best actress.



Paramount Pictures

THE GREATEST CURRENT LINE-UP IN ANY ORGANIZATION'S HISTORY

Recent survey by Boxoffice Magazine shows that during the six-month period beginning last September, eight Paramount pictures placed in the HIT brackets. Count 'em below!



UNCONQUERED. Cecil B. DeMille's great showmanship film, with enough cast names to fill this page (Cooper and Goddard shown), is being shown across the Dominion at regular prices.

WHERE THERE'S LIFE is sure of a good press, such as Bob Hope is giving this button in order to convince Bill Bendix. Signe Hasso also takes up lots of Bob's time, too.

I WALK ALONE is the argument that Burt Lancaster tries to sell to Lizabeth Scott. But Liz says "Nix." The argument also involves Kirk Douglas and Wendell Corey both of whom croak.

WILD HARVEST. "Hay, where are you going?" inquires Alan Ladd of Dorothy Lamour (Who returned from "RIO" PDQ). Robert Preston and Lloyd Nolan are in it, too.

ALBUQUERQUE. It's about time our keyboard had a single key to strike that name. This Cinecolor exciter is one of the year's top grossers.

WELCOME STRANGER. Now we ask you —would you turn your back on Barry Fitzgerald the way Bing Crosby does when he addresses Joan Caulfield?

GOLDEN EARRINGS has achieved a national success that is far more than 'hear' say. Milland here pictured, is quavering before Dietrich. Tens of thousands of fans know the reason why.

ROAD TO RIO. "At all costs we must watch the grosses" says Bob Hope to Bing Crosby as Dorothy Lamour (we presume) goes by. Mirth by the mile and music by the score.

"If It's a Paramount Picture, It's the Best Show in Town!"

Vancouver News

By JACK DROY

LAST week marked the 27th anniversary of the Capitol Theatre, Vancouver. To celebrate, they presented an all-star birthday program, featuring the new M-G-M Technicolor musical extravaganza, "Good News". The Capitol opened with the personal appearance of the famous Wally Reid, who arrived here for the opening of his picture and received a tremendous Vancouver reception. Ralph Ruffner was the first manager at that time and Jack Muir was district manager. Both are deceased. Cecil Neville, then treasurer for the Capitol, is now chief British Columbia booker for Famous Players.

* * *

Ivan Ackery, Orpheum Theatre manager, made some kind of a record last week when he broke his house record with "Unconquered". He had the town's biggest kiddie cartoon crowd and his two candy counters did the best business since it opened.

* * *

The Odeon circuit have over $680,000 invested in their two new B.C. theatres at Victoria and West Vancouver. Combined seating in the two new chain houses is 2,300. The cost in blue-print form was estimated at $275,000, but labor and material costs went out of sight before the two theatres were completed the first part of this year.

* * *

Milt Hossfeld, veteran exhibitor and distributor of Los Angeles, has acquired the distribution rights to "Bank of Knowledge" for the Dominion of Canada and will visit Vancouver and other Canadian film centres to interest exhibitors in the new idea.

* * *

John Longman was appointed assistant manager at the new Odeon Theatre, Victoria. He is a Toronto boy and has had extensive experience as assistant manager and manager of Detroit, New York and Los Angeles deluxe theatres, Earl Hayter, supervisor reports.

* * *

Bill Howell, shipper at Eagle-Lion, resigned and has left for London, England, to work in the J. Arthur Rank studios as a film cutter. Harry Thornton of U-A succeeds Howell.

* * *

British Columbia life will play a more prominent part in newsreel and documentary film work to be undertaken by the National Film Board during 1948 and 1949, Charles Marshall, local NFB supervisor, reports. Films will be made on logging operations, winter railroading in the mountains and veteran farming enterprises in the Fraser Valley.

Roy Clouston, who was with Paramount in Calgary for 19 years, has been appointed to the position of booker - salesman at Empire-Universal in Vancouver. He succeeds Larry Katz, who resigned recently to go into the furniture business on the coast.

* * *

The long record for Vancouver has been smashed by Norman Duncan, with "Quiet Weekend". The British comedy is now on its seventh week at the International Cinema, but will exit owing to road show engagements this Saturday. Former record was held by the Plaza's nine weeks with "Hurricane", but the Cinema has 1,221 seats and the Plaza, only 927. Most of Vancouver's population have been in to see "Quiet Weekend", Duncan told the Digest.

* * *

If and when the Dominion government vacates the amusement tax field, the B.C. Legislature will impose a 20 per cent amusement tax in the Province, it was announced.

NFB

The New

CANADA CARRIES ON

RELEASE FOR

APRIL

"THE HOME TOWN PAPER"

A

NATIONAL FILM BOARD PRODUCTION

Distributed by

COLUMBIA PICTURES

Trans-Canada Showing

Use This Information As Your Guide On Release Dates

TORONTO

EGLINTON-TIVOLI
2nd week. "Where There's Life" (Para.), with Bobe Hope, Signe Hasso and William Bendix.

FAIRLAWN
"Barber of Seville" (Alliance), with Ferruccio Tagliavini.

IMPERIAL
"The Bishop's Wife" (Goldwyn-R-K-O), with Cary Grant, Loretta Young and David Niven.

LOEW'S
3rd week. "Three Daring Daughters" (M-G-M), Technicolor, with Jeanette MacDonald, Jose Iturbi and Jane Powell.

NORTOWN-VICTORIA
4th week. "Sitting Pretty" (Fox), with Robert Young, Maureen O'Hara and Clifton Webb.

SHEA'S
3rd week. "Unconquered" (Para.), Technicolor, with Gary Cooper and Paulette Goddard.

UPTOWN
3rd week. "Naked City" (U-I), with Barry Fitzgerald.

MONTREAL

CAPITOL
2nd week. "My Wild Irish Rose" (W-B), Technicolor, with Dennis Morgan.

IMPERIAL
"The Flame" (Rep.), with John Carroll and Vera Ralston. Also "Last Frontier Uprising" (Rep.), Trucolor.

LOEW'S
2nd week. "Unconquered" (Para.), Technicolor, with Gary Cooper and Paulette Goddard.

PALACE
2nd week. "Gentleman's Agreement" (Fox), with Gregory Peck, Dorothy McGuire and John Garfield.

PRINCESS
"The Lost Moment" (U-I), with Robert Cummings and Susan Hayward. Also "Campus Honeymoon" (Rep.), with Adele Mara and The Wilde Twins.

SNOWDON
2nd week. "Frieda" (E-L), with David Farrar and Flora Robson.

SAINT JOHN

CAPITOL
"Where There's Life" (Para.), with Bob Hope, Signe Hasso and William Bendix.

STRAND
"Treasure of Sierra Madre" (W-B), with Humphrey Bogart, Walter Huston and Tim Holt.

WINNIPEG

CAPITOL
"The Foxes of Harrow" (Fox), Technicolor, with Rex Harrison and Maureen O'Hara.

GARRICK
2nd week. "Black Bart" (U-I), Technicolor, with Yvonne DeCarlo and Dan Duryea.

METROPOLITAN
2nd week. "Unconquered" (Para.), Technicolor, with Gary Cooper and Paulette Goddard.

ODEON
2nd week. "October Man" (E-L), with John Mills and Joan Greenwood.

VANCOUVER

CAPITOL
"Gentleman's Agreement" (Fox), with Gregory Peck, Dorothy McGuire and John Garfield.

INTERNATIONAL CINEMA
7th week. "Quiet Weekend" (Int'l), with Derek Farr and Marjorie Fielding.

ORPHEUM
2nd week. "Unconquered" (Para.), Technicolor, with Gary Cooper and Paulette Goddard.

PARADISE
"The Young in Heart" (Astral), with Paulette Goddard and Janet Gaynor. Also "Moonlight Sonata" (Astral), with Jan Pederewski.

PARK-PLAZA
2nd week. "Black Bart" (U-I), Technicolor, with Yvonne DeCarlo and Dan Duryea.

STRAND
"Alias a Gentleman" (M-G-M), with Wallace Beery and Dorothy Patrick. Also "Killer McCoy" (M-G-M), with Mickey Rooney and Brian Donlevy.

VOGUE
2nd week. "A Double Life" (U-I), with Ronald Colman and Signe Hasso.

A SHOWMAN'S DELIGHT!

THE CANADIAN PREMIERE
SAVOY - HAMILTON
FRIDAY - APRIL 9th

ALL EXISTING HOUSE RECORDS SMASHED - FRIDAY and SATURDAY!

The GREATEST ALL-THRILL SHOW OF ALL-TIME!

2 SENSATIONAL SPINE-TINGLING FEATURES
Photographed in all their death defying fury by
Mr. & Mrs. MARTIN JOHNSON

See these TWO-TON GORILLAS in a DEATH STRUGGLE!

See 1001 SENSATIONAL THRILLS YOU'VE NEVER SEEN BEFORE — AND ABSOLUTELY AUTHENTIC!

See INFURIATED WILDMEN battling the "DEVIL-BEAST!"
See MAN-EATING HEAD-HUNTERS!
See LIONS, HYENAS AND VULTURES in mortal combat!
See FLYING SNAKES AND THE TREE-CLIMBING FISH!
See A MADDENED RHINO KILLED BY a woman single-handed!
See FEROCIOUS ATTACK BY CROCODILES in a stream of horror!
Gorillas vs. Man in battle royal.
Monkeys with "schnozzolas".
Murut men blowing death.
See PYGMIES IN PASSIONATE COURTSHIP and the SENSUOUS LOVE DANCE of BORNEO MAIDENS!

AFRICA—the Mysterious—the Dangerous —the TERRIFYING!
CONGORILLA

AND

JUNGLE ISLE OF PRIMITIVE FEROCITY
BORNEO LAND OF THE **DEVIL-BEAST**

★★★★ N.Y. NEWS

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TERRIFIC!

EVERY REVIEW A RAVE.... EVERY RAVE YOUR GUARANTEE OF A BOXOFFICE SMASH!!!

"'T-Men,' the new **Thrilluloid**!"
—*Walter Winchell*

"The Pick of the Pictures. **Best** Picture of Week!"
—*Jimmy Fidler's Coast-to-Coast Broadcast*

"Exploitation natural **should click heavily** with audiences!"
—*Daily Variety*

"Red-blooded, hard-boiled drama can be expected to **deliver handsome returns**!"
—*Boxoffice*

"**Ranks with best**, not excepting 'House on 92nd St.!'"
—*M. P. Daily*

"Unlimited possibilities for top exploitation... **headed for top grosses** everywhere!"
—*Showmen's Trade Review*

"**Box-office natural**, equal if not superior to 'House on 92nd St.', 'Brute Force', and 'The Killers!'"
—*Film Bulletin*

"Dynamic, smashing entertainment...**a winner**!"
—*Hollywood Reporter*

"One of **most interesting** pictures of the kind I have ever seen!"
—*Louella Parsons*

"What 'House on 92nd St.' did for the FBI, 'T-Men' does for the Treasury agents!"
—*Variety*

"Has what it takes to **pull customers** off streets!"
—*Independent*

"**Solid box-office click**... not a dull foot of film!"
—*Film Daily*

Movie of the Week: LIFE

T-MEN

starring DENNIS O'KEEFE with MARY MEADE · ALFRED RYDER · WALLY FORD
JUNE LOCKHART · CHARLES McGRAW · Produced by AUBREY SCHENCK · Directed by ANTHONY MANN

An EAGLE-LION (Hollywood) FILM from

INTERNATIONAL FILM DISTRIBUTORS LTD